





KSHB-TV

Print Date: 11/02/12

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Contract / Revision **304055** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **Clint Zweifel for Missouri** Estimate # **2011-Zweifel Broadcast 10/16-**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	KSHB	10/16/12	10/22/12	Today Show II Today Show II	CM	9-10a	1-1-1--	:30	3	\$300.00	P-1	0.00 NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1-1--		2			\$300.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1			\$300.00		0.00			
4	KSHB	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$225.00	P-1	0.00 NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4			\$225.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1			\$225.00		0.00			
5	KSHB	10/16/12	10/22/12	M-F 3-4p Jeff Probst show	CM	3-4p	11-----	:30	2	\$250.00	P-2	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1-----		1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KSHB	10/15/12-10/21/12		M-F 3-330p		3-330pm	-T-----	:30		<del>(\$250.00)</del>		0.00 NM		
See MG 5.3,5.4														
[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	Week:	10/22/12	10/28/12	1-----		1			\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KSHB	10/22/12-10/28/12		M-F 3-330p		3-330pm	M-----	:30		<del>(\$250.00)</del>		0.00 NM		
See MG 5.3,5.4														
[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
3	KSHB	10/16/12-10/22/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
Ⓜ MG for 5.1,5.2														
4	KSHB	10/16/12-10/22/12		M-F 3-4p		3-4p	MTWThF----	:30		\$250.00		0.00 NM		
Ⓜ MG for 5.1,5.2														
6	KSHB	10/16/12	10/22/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$350.00	P-2	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4			\$350.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1			\$350.00		0.00			
7	KSHB	10/16/12	10/19/12	M-F 430-5p Action News @ 430PM	CM	430-5p	--1-1--	:30	2	\$500.00	P-1	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1-1--		2			\$500.00		0.00			
8	KSHB	10/16/12	10/19/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-1111--	:30	4	\$400.00	P-2	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1111--		4			\$400.00		0.00			
E 9	KSHB	10/16/12	10/22/12	Nightly News M-F 530-6p	CM	530-6p	11-11--	:30	4	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-1-11--		3			\$900.00		0.00			



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Advertiser **Zweifel / Democrat / State 1** Product **Clint Zweifel for Missouri** Estimate # **2011-Zweifel Broadcast 10/16-**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KSHB	10/16/12	10/22/12	Nightly News M-F 530-6p	CM	530-6p	11-11--	:30	4	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1- 11--	3		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/15/12-10/21/12		Nightly News	530-6p		- T- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
[na at order entry --es]															
2	KSHB	10/15/12-10/21/12		Nightly News	530-6p		- T- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
[na at order entry --es]															
3	KSHB	10/15/12-10/21/12		Nightly News	530-6p		- T- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
[na at order entry --es]															
5	KSHB	10/16/12-10/22/12		Nightly News	530-6p		MT- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
Ⓜ Credited															
6	KSHB	10/16/12-10/22/12		Nightly News	530-6p		MT- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
Ⓜ Credited															
7	KSHB	10/16/12-10/22/12		Nightly News	530-6p		MT- ThF- - - -	:30		<del>(\$900.00)</del>		0.00	NM		
Ⓜ Credited															
8	KSHB	10/16/12-10/22/12		Nightly News	530-6p		MT- ThF- - - -	:30		\$900.00		0.00	NM		
Ⓜ MG for 9.1,9.2,9.4,9.3															
Week:		10/22/12	10/28/12	1- - - - -	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSHB	10/22/12-10/28/12		Nightly News	530-6p		M- - - - -	:30		<del>(\$900.00)</del>		0.00	NM		
See MG 9.5,9.6,9.7,9.8															
[na at order entry --es]															
10	KSHB	10/16/12	10/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1111--	4		\$600.00		0.00						
Week:		10/22/12	10/28/12	1- - - - -	1		\$600.00		0.00						
11	KSHB	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	11- 1- - -	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1- 1- - -	2		\$1,100.00		0.00						
Week:		10/22/12	10/28/12	1- - - - -	1		\$1,100.00		0.00						
12	KSHB	10/16/12	10/22/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	11- - - - -	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1- - - - -	1		\$300.00		0.00						
Week:		10/22/12	10/28/12	1- - - - -	1		\$300.00		0.00						
13	KSHB	10/16/12	10/21/12	Sa Today Show Sa Today Show	CM	6-8a	- - - - - S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - S-	1		\$225.00		0.00						
14	KSHB	10/16/12	10/21/12	Sa 8-10a Sa 8-10am	CM	8a-10a	- - - - - S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - S-	1		\$250.00		0.00						
E 15	KSHB	10/16/12	10/21/12	NBC Action News at 5p NBC Action News at 5p Sa	CM	5-530p	- - - - - S-	:30	1	\$400.00	P-1	0.00	NM	0	\$0.00



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Advertiser **Zweifel / Democrat / State 1** Product **Clint Zweifel for Missouri** Estimate # **2011-Zweifel Broadcast 10/16-**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	KSHB	10/16/12	10/21/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$400.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSHB 10/15/12-10/21/12 NBC Action News at 5p Sa 5-530p -----Sa-- :30 (\$400.00) 0.00 NM Credited															
16	KSHB	10/16/12	10/21/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$450.00 0.00															
17	KSHB	10/16/12	10/21/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$500.00 0.00															
18	KSHB	10/16/12	10/21/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$75.00 0.00															
19	KSHB	10/16/12	10/21/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$250.00 0.00															
20	KSHB	10/16/12	10/21/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$1,100.00 0.00															
21	KSHB	10/16/12	10/21/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$1,100.00 0.00															
													Totals	46	\$20,925.00